

IN THE CLAIMS:

Amend claims 9-23, cancel claims 24-28 without prejudice or admission and add new claims 29-30 as shown in the following listing of claims, which replaces all previous listings and versions of claims.

1. - 8. (canceled).

9. (currently amended) A liquid crystal display device according to claim 29; wherein the, comprising: a liquid crystal panel comprised of a pair of opposing substrates and a liquid crystal layer interposed between the opposing substrates; a polarizer provided over a first side of the liquid crystal panel; and a reflection polarizing plate provided over a second side of the liquid crystal panel opposite the first side to reflect reflection-polarizing plate reflects a polarization component of light that is polarized in a specific direction and ~~transmit~~ transmits other polarization components of the light, and the reflection-polarizing plate ~~having~~ has a reflection axis set in the same direction as at least one of (1) a polarization direction of light that exits the liquid crystal panel after a polarization direction of the light has been changed by the liquid crystal layer, and (2) a polarization direction of light that exits the liquid crystal panel without having being changed in polarization direction by the liquid crystal layer.

10. (currently amended) A liquid crystal display device according to claim 9 29; further comprising a light-shielding object provided over the reflection-polarizing plate for blocking unwanted light that has entered the liquid crystal panel from reaching the reflection-polarizing plate.

11. (currently amended) A liquid crystal display device according to claim 9; further comprising a second polarizer provided over the reflection-polarizing plate and having an absorption axis ~~that is~~ that is in the same direction as the reflection axis of the reflection-polarizing plate.

12. (currently amended) A liquid crystal display device according to claim 9 29; further comprising a diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate.

13. (currently amended) A liquid crystal display device according to claim 9 29; further comprising a directive directional diffusion layer interposed between the liquid crystal panel and the reflection-polarizing plate for scattering light entering thereinto which is within a specific angular range and transmitting light that enters thereinto that is outside the specific angular range.

14. (currently amended) A liquid crystal display device according to claim 13; wherein light scattered by the directive directional diffusion layer has directivity in a specific direction.

15. (currently amended) A liquid crystal display device according to claim 9 29; further comprising a front light unit provided over the polarizer for irradiating the liquid crystal panel with light.

16. (currently amended) A liquid crystal display device according to claim 9 29; further comprising a driver circuit for supplying a first set of driving signals to the liquid crystal panel to produce a given display when viewed from the first side and converting the driving signals to produce the given display when viewed from the second side.

17. (currently amended) A liquid crystal display device according to claim 9 29; wherein the polarizer absorbs a specific linear polarization component and transmits other polarization components.

18. (currently amended) A liquid crystal display device according to claim 9 29; wherein the reflection-polarizing plate reflects a specific linear polarization component and transmits other polarization components.

19. (currently amended) A liquid crystal display device according to claim 9 29; wherein the polarization direction of light that has reached the liquid crystal panel is changed in an OFF ~~region~~ regions of the liquid crystal layer in accordance with the twist angle of liquid crystal molecules of the liquid crystal layer.

20. (currently amended) A liquid crystal display device according to claim 9; wherein incident light that travels through an ON ~~region~~ regions of the liquid crystal layer maintains the polarization direction of the incident light and exits the liquid crystal panel without a change in polarization direction, and a polarization component of the exit light that matches the reflection axis of the reflection-polarization plate is reflected by the reflection-polarizing plate, whereas other components of the exit light pass through the reflection-polarizing plate.

21. (currently amended) A liquid crystal display device according to claim 20; wherein, if the direction of the polarization axis of incident light that has passed through an OFF ~~region~~ regions of the liquid crystal layer matches the direction of the reflection axis of the reflection-polarizing plate, the light that has passed through the OFF ~~region~~ regions of the liquid crystal layer is reflected by the

reflection-polarizing plate and reaches the first side but not the second side, whereas incident light that has passed through the ON ~~region~~ regions of the liquid crystal panel layer is transmitted through the reflection-polarizing plate and reaches the second side.

22. (currently amended) A liquid crystal display device according to claim 21; wherein, as viewed from the first side, the OFF ~~region~~ regions of the liquid crystal panel ~~produces~~ layer produce a bright display and the ON ~~region~~ regions of the liquid crystal panel ~~produces~~ layer produce a dark display, whereas, as viewed from the second side, the OFF ~~region~~ regions of the liquid crystal panel ~~produces~~ layer produce a dark display and the ON ~~region~~ regions of the liquid crystal panel ~~produces~~ layer produce a bright display.

23. (currently amended) A liquid crystal display device according to claim 21; wherein the polarization axis of light that has passed through the OFF ~~region~~ regions of the liquid crystal panel layer is set parallel to the reflection axis of the reflection-polarizing plate, so that the liquid crystal display device displays a positive display of a total reflection mode when viewed from the first side and a negative display of a total transmission mode when viewed from the second side.

24. - 28. (canceled).

29. (new) A liquid crystal display device for displaying information viewable by an observer from opposite sides of the device using incident light incident from only one of the sides, the liquid crystal display device comprising: a liquid crystal panel having two opposing substrates and a liquid crystal layer interposed between the two opposing substrates, the liquid crystal panel being driven during use of the liquid crystal display device to change the direction of polarization of polarized light passing therethrough at selected regions thereof to produce display information; a polarizer disposed over a first side of the liquid crystal panel for polarizing incident light incident thereon; and a reflection-polarizing plate disposed over a second side of the liquid crystal panel opposite the first side for receiving polarized incident light exiting the liquid crystal panel; wherein incident light polarized by the polarizer and transmitted through the liquid crystal panel while undergoing a change in direction of polarization is reflected by the reflection-polarizing plate back through the liquid crystal panel and the polarizer to enable an observer to view the display information from the first side of the liquid crystal panel; and wherein incident light polarized by the polarizer and transmitted through the liquid crystal panel

without undergoing a change in direction of polarization is transmitted through the reflection-polarizing plate to enable an observer to view the display information from the second side of the liquid crystal panel.

30. (new) A liquid crystal display device according to claim 29; wherein the polarization axis of polarized light passing through OFF regions of the liquid crystal layer is set parallel to the reflection axis of the reflection-polarizing plate so that the liquid crystal display device displays positive display information in a total reflection mode when viewed from the first side and displays negative display information in a total transmission mode when viewed from the second side.